

WVSOM's Healthy Children's Initiative



Michael D. Adelman, D.O., D.P.M., J.D.

WVSOM's Healthy Children's Initiative

- Initiative launched in 2011
- Focus is on children ages 4-10 (K through 4th grade)
- Four pillars:
 - ❖ Abracadabra PBS television series
 - ❖ Live programs at elementary schools throughout the state
 - ❖ Online: website and social media content
 - ❖ Publications / supplementary learning material

WVSOM's Healthy Children's Initiative

- **Current Sponsors:**

- ❖ Charleston Area Medical Center
- ❖ Highmark® Blue Cross /Blue Shield of WV
- ❖ Brickstreet Insurance®
- ❖ West Virginia Mutual Insurance Company

Abracadabra

- **The only children's television show that combines magic, ventriloquism and original music with health, nutrition, exercise, Science and safety.**
- The 4th season completed recording in August 2014
- Season 3 will premier on WV PBS in September
- More than 50,000 viewers daily
- 53 episodes plus an hour-long Thanksgiving special
- Utilizes the WV school system's standard curriculum



Abracadabra

- **Storylines cover topics such as:**

- ❖ Bullying
- ❖ Cyber Safety
- ❖ Fire Safety
- ❖ Bike Safety
- ❖ Healthy Eating
- ❖ Dental Care
- ❖ Sharing
- ❖ S.T.E.M.
- ❖ Using your imagination
- ❖ Reading is fun!

Abacadabra

Every episode contains:

- A minute of exercise
- A “make a healthy snack” segment
- Healthy choice games
- Professor Science performing a science experiment kids can do at home or school with adult supervision.

Elementary School Programs

- “Abracadabra Live”
 - ❖ Cast performs a live version of Abracadabra
 - ✦ Includes healthy choice games, songs, magic, Professor Science experimentsand Joey
- Classroom outreach programs
 - ❖ Currently in the pilot stage
 - ✦ Monthly programs in select schools
 - ✦ Focus on health and nutrition using games and exercises
 - ✦ Includes video segments from the Abracadabra series
 - Assesses comprehension/retention of show messages
 - Assesses supporting classroom health instruction
 - Integrates with the school system’s standard curriculum

Online

- **Website:**

- ❖ www.Abracadabra.org

- ✧ Contains healthy snacks, science experiments, magic tricks, music and games that reinforce health and nutrition
 - ✧ Reinforces the messages delivered both on the Abracadabra TV series and in the classrooms

- **Abracadabra Facebook page:**

- ❖ www.Facebook.com/abracadabrapbs

- ✧ Contains photos from the show, school and community events; healthy snack recipes, active play tips and other content to engage the social community around childhood health and nutrition

Publications / Supplementary Materials

- Abracadabra Activity Books
 - ❖ Two publications have been printed for distribution at events
 - ❖ Includes games and activities around health and nutrition, science experiments, magic tricks, dental health and more.
- Learning Concepts
 - ❖ Provides learning concepts and educational content from each episode as a resource for parents and teachers
- Professor Science Balancing Birds
 - ❖ Takeaway item demonstrating principles of gravity and balance
- Music CDs
 - ❖ “Sing-Along Songs” and “Fun With Health & Safety” CDs bring the show’s original music and health messages into homes and cars

WVSOM's Healthy Children's Initiative

- Outcomes: (so far..)
 - ❖ Increasing viewership with each new season
 - ❖ WV Rural Health Association: *2013 Governor's Award for Excellence in Rural Health*
 - ❖ Endorsements from the WV Department of Education and the Secretary of Arts and Education
 - ❖ Parent letters and emails with stories of children suddenly eating vegetables they never would touch prior to watching the show
 - ❖ Videos submitted by parents of their children exercising in front of the TV along with the cast on the show
 - ❖ Anecdotal evidence from teachers about the success of the messages being delivered due to classroom feedback, improved lunchbox contents, etc.

What's Next for this Initiative?

- Season Five of Abracadabra
- Continued expansion of “Abracadabra in the classroom”
- Development and implementation of a more formal assessment program for both the series and the classroom outreach
- Ongoing search for additional sponsors and educational grants in order to expand our outreach and extend the reach of the show nationally via Public Broadcasting



QUESTIONS?